

**City of Milpitas  
Economic Development Commission  
Monday, June 9, 2003**

**UNAPPROVED MINUTES**

**1. Flag Salute**

Commission Chair Diane McDonough called the meeting to order at 7:00 p.m. and led the Commission in the Pledge of Allegiance.

**2. Roll Call**

The following Commissioners were present: Dhaval Brahmbhatt, Frank De Smidt, Joseph Gigantino, Jr., Ray Maglalang, Diane McDonough, Donald Peoples, Michael Pham, Vincent Songcayawon, Christie Gammon (Alternate No. 1) and Tomo Tuong Nguyen (Alternate No. 2). The Chair appointed Commissioner Gammon to sit on the Commission in place of Dr. Black. City staff: Thomas Wilson, Blair King, Joe Oliva, James Lindsay, Greg Armendariz, Terry Medina, Mark Rogge, Alan Rich, and Cindy Maxwell.

**3. Minutes**

**Motion** to approve the minutes as submitted.

M/S: Peoples/De Smidt                      Approve: Unanimous

**4. Citizens Forum**

There were no comments from the public present at the meeting.

**5. Approval of Agenda**

**Motion** to approve the agenda as submitted.

M/S: Maglalang/Gigantino                      Approve: Unanimous

**6. By-Laws**

Mayor Jose Esteves noted that the representatives from the Chamber of Commerce and the school district would be subject to reappointment the same as the rest of the Commission. It was the consensus of the Commission to have the By-Laws reflect that the Chair and Vice Chair offices would have one-year terms and that the Commission would continue to meet on the second Monday of every month.

**Motion** to recommend a three-year term for Commissioners.

M/S: De Smidt/Maglalang                      Approve: Unanimous

**Motion** to recommend approval of the By-Laws as amended by consensus and motion.

M/S: De Smidt/Pham

Approve: Unanimous

It was the consensus of the Commission to stagger the initial terms of membership as: 3 members at one year; 3 members at two years; and 3 members at three years. A blind drawing was held with the following results:  
1 year term: Commissioners Black, Gigantino and McDonough.  
2 year term: Commissioners Brahmbhatt, Pham and Songcayawon.  
3 year term: Commissioners De Smidt, Maglalang and Peoples.

## **7. On-Line Commercial Property Project**

Blair King, Assistant City Manager, reviewed the on-line commercial property project, noted it was close to implementation, and described it as a forum for the real estate community. Terry Medina, Acting Information Services Director, presented a PowerPoint show illustrating the project. Alan Rich, GIS Project Manager, provided a live demonstration of the Commercial Property Project web page. The Commission made suggestions for the page including adding email addresses and phone numbers for realtors, zoning district, lease terms, and business opportunities such as franchises. Mr. King cautioned that the page needs to be concise and not too complex to minimize staff resources required for maintenance.

Mr. Medina explained that real estate brokers could update the page themselves. Mr. King indicated that this program would enable Milpitas to be more competitive with other cities by providing this as a service to the real estate community and the public. Commissioner Brahmbhatt suggested that the home page icon depicting a residential house might be confusing since this page is exclusively for commercial properties.

**Motion:** Recommend that the City Council approve the staff implementation of the on-line commercial property and business inventory program on the City web page.

M/S: Songcayawon/De Smidt

The Chair called for discussion on the motion. Commissioner Songcayawon clarified that the word “business” was used in the motion to allow program users to also list businesses or franchises for sale. Commissioner Gigantino emphasized the importance of developing an outreach plan to make realtors aware of the new service and get them to use and maintain the program with accurate data. Mr. Medina noted the City would be able to track the number of visitors to the web page. Mr. King stated that the service would be marketed in part through emails to commercial real estate brokers. Commissioner Maglalang asked that realtor associations beyond Santa Clara County be contacted.

The Chair called for a vote on the Motion. Ayes: Unanimous

## 8. Briefings

James Lindsay, Planning Department, described the City's Midtown Specific Plan and distributed a brochure about the project. He reviewed sample illustrations and images of future typical building and streetscape designs. Mayor Esteves noted that the City had created a task force and was working on beautifying the neighborhood around Dempsey and Calaveras. Mr. Lindsay noted that often the passage of time is an effective tool to implement redevelopment efforts. The Commission discussed long term maintenance needs for public improvements. Tom Wilson, City Manager, noted that the Midtown Plan is not yet a year old but that it has been well received by the community. Commissioner Pham stated that implementation of the Midtown Plan and Redevelopment Agency activities are good first steps for energizing the Main Street downtown.

Mr. Wilson reviewed housing issues noting that high land values and maximizing land uses around transit facilities is key for Milpitas. He noted housing efforts are focused in the Midtown area with 4,500 to 5,000 additional units planned. Mr. Wilson described past Redevelopment Agency housing activities and clarified that it costs the City more to provide municipal services than the revenue residential development generates. He also noted that recent zoning district changes will increase the value of Main Street property and reviewed current development projects in Midtown. Mr. Lindsay noted that the streetscape plan is under development.

It was the consensus of the Commission to postpone the briefing on Transportation to the next Commission meeting.

Greg Armendariz, City Hall Project Manager, reviewed the history and status of the library building project and described the relocation proposal. Mark Rogge, Principal Civil Engineer, described the history and status of the Senior Center building project. Mr. Wilson described the city's Capital Improvement Program and noted it is an economic development tool.

**Motion:** At 8:00, extend the Commission meeting an additional 15 minutes.  
M/S: De Smidt/Songcayawon                      Ayes: Unanimous

## 9. Other Business

Cynthia Maxwell, Principal Analyst, inquired regarding the Commissioners' desires for presentation of their Certificates of Appointment. Commissioners Maglalang and Gigantino asked to have theirs presented at the next Commission meeting. Commissioners De Smidt, Gammon, Brahmabhatt and McDonough will accept theirs at the June 17 City Council meeting. Ms. Maxwell also asked the Commissioners to review their business card proofs and indicated the Commission now had a web page on the City site.

Chair McDonough inquired if any Commissioner was interested in attending a conference in the city of San Jose on Economic Development on June 20. She noted the attendee should report back to the Commission on the conference. Commissioner Maglalang indicated he would like to attend the conference on behalf of the Commission.

Commissioner Peoples asked for clarification of conflict of interest issues for the Commission. Mr. Wilson indicated staff would ask the City Attorney to address the Commission on this matter.

Commissioner Peoples inquired about the process the Commission should use to develop a workplan. Mayor Esteves suggested the Commission identify a short-term project to work on while an overall plan of action is being developed. Mr. Wilson noted the need for the Commission to have more information about the City and to develop a list of short and long-term goals.

Commissioner Brahmbhatt suggested the Commission meet in July. Commissioner Songcayawon suggested the Commission have a tour of the City. He also described his desire for Milpitas to be a beautiful, clean and technologically advanced city.

**Motion:** Schedule a special meeting for Monday, July 7, 2003 at 6 :00 p.m. at City Hall.

Maglalang/Songcayawon                      Ayes: Unanimous

The Chair asked that the next agenda include additional briefings and a discussion of short-term goals.

#### **10. Adjournment**

**Motion:** Adjourn the meeting at 8:25 p.m. to July 7, 2003 at 6:00 p.m.

M/S: De Smidt/Pham                      Ayes: Unanimous

Respectfully submitted,  
Cynthia Maxwell, Principal Analyst